**IT Applications Unit 3, AOS 1, Online Communities**

Complete the following, from Chapter 2, Online Communities, pgs, 44 –

1. Define an online community?

**Types of online communities:**

**Social networks and communities**

1. Describe the nature of a social networking site.

A social networking site is a website that encourages members of its online community to share these interests, stories, thoughts, photos, videos and blog enteries

1. List egs. of these sites.

Facebook, MSN, Yahoo, Twitter, Skype, Wikispaces etc.

1. What is the primary purpose of social networking sites.

To socialise and to share.

1. Is there governance over these sites and do they add “new” content to the internet?

No real governance over what they post into these communities.

Personal Profile Sites

1. Describe the nature of personal profile sites.

Allows users to create a profile page that lists their friends and information about themselves. the

1. As a social networking tool what does facebook enable users to do?

is a social networking tool that allows users to broadcast their status, collaborate on events and knowledge share links to websites of interest.

1. What type of tool is twitter?

A micro-blogging tool that allows users to document what they are doing in 140 characters

1. What has been the strengths & weaknesses of twitter?

Strengths: eg. natural disasters, users can get information out quickly

Weaknesses: no moderation & environment is social

1. What do social networking tools, such as Flicker and YouTube allow users to do?

Social media sites such as Flickr and YouTube, which allows users to upload, share and view various types of media content such as photos and videos.

Issue:

1. How do social networking sites pose a legal and ethical minefield for employers?

Lead to blurring of social and professional lives

**Professional or work-based communities, p 49**

1. Describe the characteristics of professional or work-based communities.

Professional communities generally have a very clear charter. Websites, discussion areas and mailing lists are set up with a clear purpose and often the community has rules on what and how information can be shared. Professional communities are also generally established to facilitate learning in a particular industry and discussion is kept strictly ‘on topic’. To keep general chit chat away from serious discussion spaces, many of these communities have set up ‘off topic’ areas.

1. How does membership differ in these communities to social networking sites?

Memberships to these communities are often closed, as the site is either owned by a professional association or a workplace. Usernames in these communities tend to reflect the real name of the person behind the account, as often members are looking to build up their professional standing by contributing to discussions. Unlike social networking sites on which users often hide behind an avatar, members of professional communities are generally truthful about whom they work for and what they do.

1. How does the content differ from social networking sites?

Most of the content on these sites will be strictly work/topic related, whereas on social media people can post whatever they like with little regulation.

**Project and interest based communities**

1. List the characteristics of these communities.

Project- and interest-based communities are a lot more casual in the way they go about exchanging information and ideas. Most project- or interest-based communities are created by groups of enthusiastic individuals and are often managed and paid for by volunteers.

They are generally:

* Open to the public
* Have free membership
* Encourage the exchange of ideas

1. List an eg. of an interest based community.

The Morris Minor Car Club of Victoria has operated for years and used a club magazine and meetings to broadcast, collaborate and knowledge share.

1. Visit the project based community, <http://handmadehelpsout.blogspot.com/> as an eg. of one of these sites.